

# FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. III

FEBRUARY, 1956

NO. 2

## NOW BEAUTY UNLIMITED — WITH AZALEAS!



SELECT YOUR AZALEAS NOW WHILE IN BLOOM—  
ENJOY THE MAGNIFICENT COLORS IMMEDIATELY!

Azaleas may be transplanted when in bloom, and this enables you to select the color or shade you prefer, and get an immediate effect!

*6/13/56*  
Azaleas are versatile:

Enjoy vivid or pastel shades—

Select tall or spreading growth habits—

Long blooming season assured by early, midseason and late blooming varieties—

Thrill to attractive dark glossy foliage—

Azaleas are easy to grow:

Once Azaleas are properly planted, they are easy to grow if you remember a few rules of culture:

While Azaleas are usually planted between October and June, they may be set out during any month of the year if carefully handled. They will not grow in sand, but require an acid soil and thrive in rich peat.

Azaleas prefer semi-shade. However, they thrive better in full sun than in dense shade.

Prepare the soil thoroughly by spading in peat, well-rotted leaves, and good top soil. Do not add more than 50 per cent of peat and leaves, and avoid commercial fertilizers, poultry manure, and everything of this kind.

Plant in beds, about  $\frac{1}{2}$  to 1 inch deeper than they originally grew. Water in well and tamp with the feet. Keep the plants moist but well drained. Like all plants with profuse foliage, Azaleas love a lot of moisture during hot dry weather. Frequent spraying of the foliage, as well as water for the roots, will keep them in bright, healthy condition.

Mulch with oak leaves to a depth of about an inch. Spray with Volck or some other good oil emulsion about once every four months, using a 1 to 60 solution. This is mainly for the prevention of red spider and scale.

Fertilizer should be applied in March and June, using a good application of Zing Azalea and Camellia Special, since the soil should be kept slightly acid. In November a light application, not heavy enough to stimulate growth, will condition the plants for blooming season.

### PLANT MORE AZALEAS—MAKE FLORIDA TRULY A “LAND OF FLOWERS”

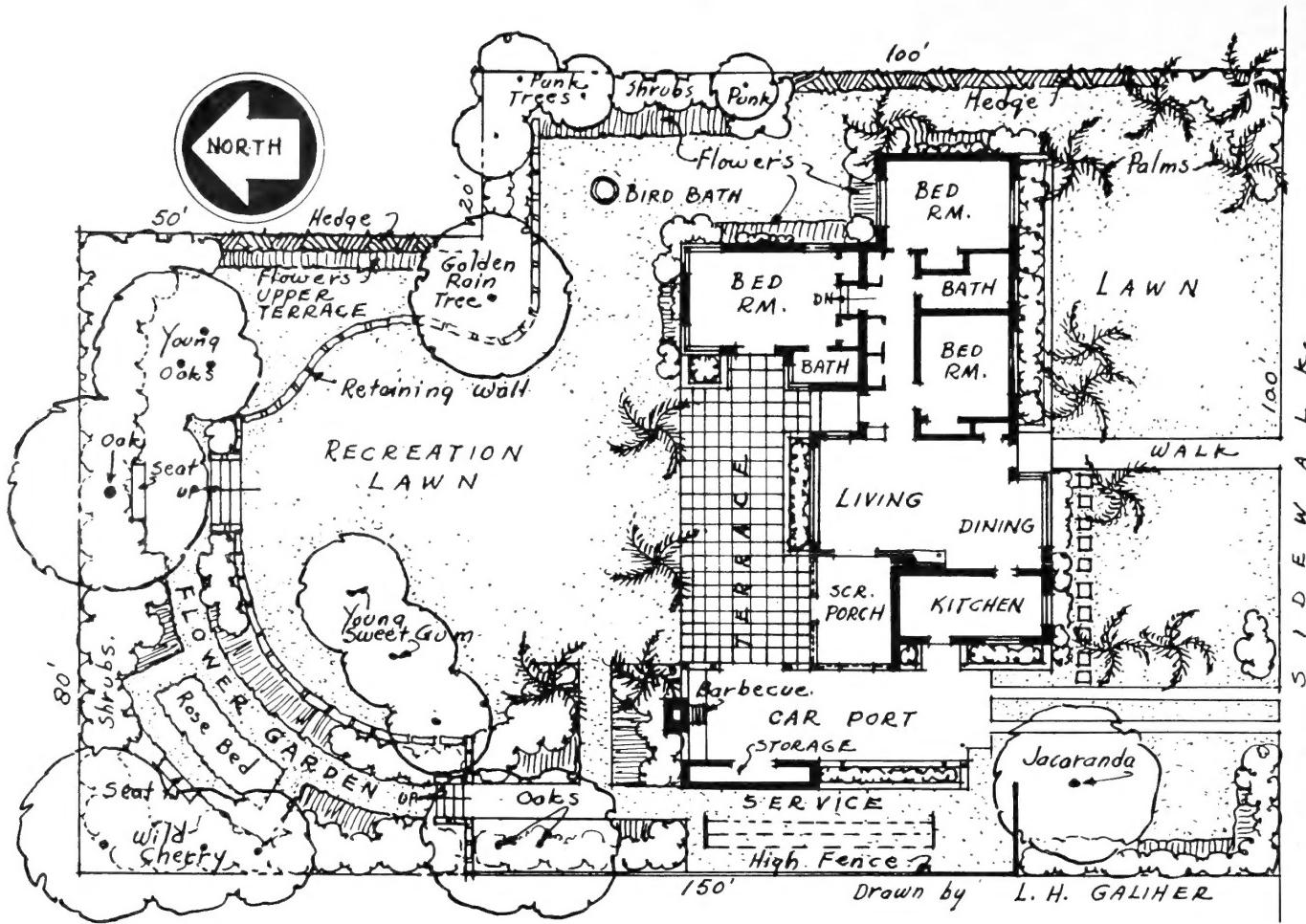
**AZALEA INDICA**—Faster growing, large flowering Azalea so prized in landscape use. Includes many colors, shades, and tints; Azalea Indicas produce blossoms in abundance and are perhaps the most popular group.

**AZALEA KURUME**—Commonly known as the dwarf Azalea, for these grow much more slowly. The flowers are smaller than those of the Indica group, but many are double or hose-in-hose. Often used for border plantings, facers, pot plants, etc.

**AZALEA PERICAT HYBRIDS**—A new group of Azaleas of medium height. Have attractive evergreen foliage and nice color range. Some are single and others double flowering.

PLANT AZALEA SOUTHERN CHARM—Florida Nursery's own variety! A rose-red sport of Formosa, this is one of the fastest growers and most prolific bloomers—

MANY SIZES AVAILABLE—PRICED 25c AND UP



## EVERY HOME OWNER NEEDS A LANDSCAPE PLAN

1. BECAUSE, a well planned property planted under skilled professional supervision will increase not only the pleasure and satisfaction to be found in the environment of superior quality and beauty, but WILL INCREASE THE ACTUAL CASH VALUE of the property far in excess of the initial cost of such materials and services.
2. BECAUSE, you can superintend, if you so desire, the development of your home grounds. OUR PLANS ARE EXPLICIT IN EVERY DETAIL AND ARE EASILY FOLLOWED.
3. BECAUSE, the grounds can be developed gradually on an INTELLIGENT, BUSINESS LIKE BUDGETED PROGRAM. Each year a part of the work may be done, and when the planting is completed, the grounds will continue to be an enduring harmonious composition MAKING UNNECESSARY FREQUENT COSTLY CHANGES.
4. BECAUSE, MISTAKES ARE AVOIDED. When you follow a plan, you won't plant a lot of trees and shrubs only to root them out again in a year or two, thus losing valuable growth. It requires many years to grow a tree, consequently it PAYS TO LOCATE IT PROPERLY RIGHT FROM THE START.
5. BECAUSE, your home grounds are planned to fit the requirements of your family—for recreation, for utilitarian needs, and for beauty. The planting is planned to require a minimum of care and yet give the maximum of beauty. YOUR HOME GROUNDS ARE PERSONALIZED.

**CALL OUR NEAREST OFFICE AND ASK FOR ONE OF OUR GRADUATE LANDSCAPE ARCHITECTS TO CALL AT YOUR HOME AND DISCUSS YOUR LANDSCAPE PROBLEMS . . . OR CALL AT OUR OFFICE TO DISCUSS YOUR NEEDS . . . A REQUEST FOR CONSULTATION DOES NOT OBLIGATE YOU.**

## *Our RoLo Sez:*

IN PLANT MATERIAL, JUST AS WITH ANYTHING ELSE, YOU GET WHAT YOU PAY FOR!

For example, the Azalea plants in this photo are all the same height—but look at the spread. Of course you'd rather pay a few cents more and get the full, well branched plant!



OUR PLANTS ARE STURDY, HEALTHY, WELL GROWN—  
SEE OUR STOCK BEFORE YOU BUY!



## FLORIDA NURSERY "SUPER-MARKET" SPECIALS



BEARING SIZE CITRUS

No Florida home is complete without some citrus trees to furnish fruit for your family. Florida Nursery has many varieties and sizes, many with fruit on them now!

**Priced Only \$4.00 and up**



FLORIDA ORCHID TREE

The Bauhinia is called "Poor Man's Orchid" or Florida Orchid because it thrives well and blooms heavily. Easy to grow, it is one of the most attractive flowering trees for Florida! Plant one each of the purple and white flowering beauties and enjoy them each winter and spring when they bloom!

**Only \$1.00 and up**



MELALEUCA LEUCADENDRA

Commonly called the "Punk Tree" because of the pithy bark, this is one of the loveliest of Florida's ornamental trees. Attractive willowy habit of growth, the light bark and the white bottle-brush-like flowers make it a year-round interesting tree.

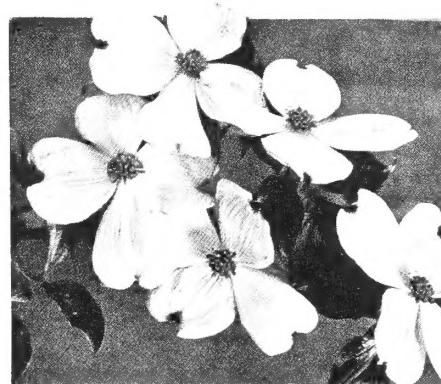
**Only \$2.50 and up**



REDBUD—CERCIS CANADENSIS

One of the native Florida trees, now disappearing from our woodlands, that should be planted in every garden! Beautiful small tree of rare loveliness from the time it blooms until the last leaf falls in late fall. May be moved balled and burlapped or bare root during the winter and early spring.

**Priced \$1.50 and up**



DOGWOOD—CORNUS FLORIDA

Another native tree that should be more widely used because of its beauty. Snow white flowers borne in early spring, and attractive foliage turning red in the fall make this a valuable attraction in your garden all year long. Florida Nursery offers selected strains of Dogwood.

**Only \$1.75 and up**



CALLIANDRA—POWDER PUFF TREE

Beautiful large shrub or small tree that blooms almost all year; flowers inconspicuous, but the long stamens form interesting globular inflorescence. While the bright red flowers are probably the most popular, Calliandras are available in pink and white varieties also, as well as a variety with variegated foliage. Many sizes from which you may choose.

**Priced \$1.00 and up**

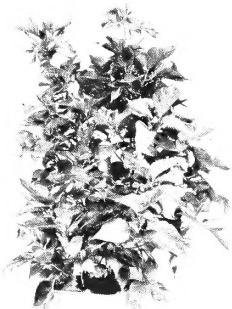
# MORE CHOICE PLANTS FROM FLORIDA NURSERY'S STOCK-



AGAPANTHUS

**Blue Lily of the Nile**  
One of the loveliest of the bulbous plants for growing in Florida gardens. Attractive green foliage and beautiful blossoms of pale sky-blue make it valued for border, bed or for accent in among other plants. Also wonderful for pot plant.

\$1.50 and up



ACALYPHA

One of the tropical foliage plants so valued for Florida gardens because the brilliant red coloring of the leaves make it colorful all year long. It has large leaves and a compact growth habit, making it useful for foundation plantings, in shrubbery borders, etc.

The flowers are long slender trailing spikes with chenille-like flowers along the spike, thus giving it the common name of Chenille plant.

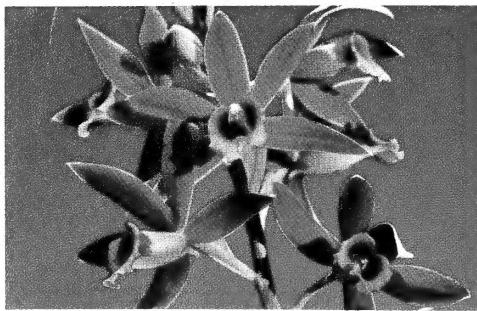
\$1.50 and up



ARDISIA CRENULATA

Commonly called "Christmas Berry," the shining green foliage and the many dark red berries are most valuable for holiday use . . . and the berries last, and last and last! You can grow them in a pot for a house plant, or plant them outside in a shaded location to grow for cutting for use in holiday arrangements or package decorations.

The Ardisia wants a well shaded location, a soil rich in humus, and plenty of moisture. Get one of Florida Nursery's selected strain of heavy fruiting Ardisia.

**Only \$1.00 and up**

NUN'S LILY ORCHID

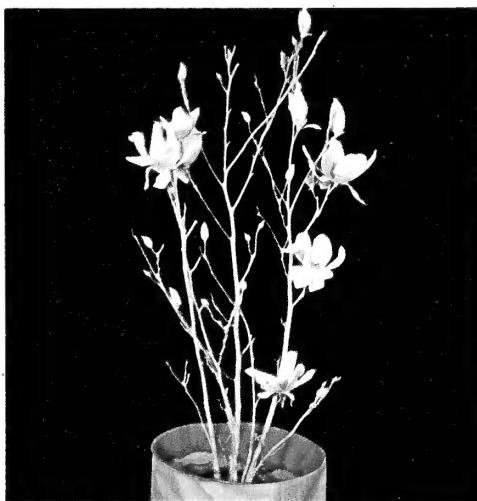
Botanically known as *Phaius grandifolius*, this terrestrial or earth-growing orchid is fast becoming a favorite for planter boxes, tubs, patio beds and landscape plantings in gardens. The flowers are borne on tall spikes with twelve to twenty flowers to each stalk, and each flower is three to four inches wide, silvery white outside and yellowish-brown with a purple lip margined with the yellowish brown. Within the lip is an ivory-like replica of a hooded nun, thus giving the plant the common name of Nun's Lily Orchid. Easy to grow.

**\$3.50 and up**

CLIVIA MINIATA HYBRIDS

Another bulbous plant wonderful for Florida gardens. Lush green foliage and wide open flowers borne on terminal spikes, just above the center of the growth. The flowers range from pale salmon shade to deep orange—March and April bring ten to twenty five flowers in each umbel.

The Clivia needs a shady location, yet plenty of light and air, as well as water and frequent fertilizer applications.

**\$3.50 and up**MAGNOLIA SOULANGEANA  
(Japanese Magnolia)

This lovely large shrub or small tree is quite spectacular because of the large tulip-shaped flowers that are white suffused with pale pink inside and a deeper pink on the outside of the petals. While the tree loses the leaves in the winter months, it is fascinating then because of the soft brown fuzzy jackets which cover the buds at that time. After blooming, the large pale green foliage comes out.

Often in Florida we get two blooming periods from the Oriental Magnolias—once in the late fall, and again in the spring.

**Limited stock—\$1.50 and up**

PITTOSPORUM TOBIRA

Lovely thick dark green leaves in rosettes along the stem. Flowers in dense terminal clusters, creamy white, and very fragrant.

This shrub is very easy to grow, and is one of the few shrubs that will thrive on the beach—salt spray does not damage it at all!

Wonderful for foundation, shrub border, or low hedge.

**\$1.50 and up**

ALLAMANDA BROWN BUD HYBRID

Beautiful bright golden blossoms with rich brown tints on outside of petals and bud. Blooms almost all year if fertilized and watered properly. Attractive shining dark green foliage may be kept as shrub or trained as a vine. Practically disease free, this is one of the outstanding shrubs for Florida gardens!

Wonderful when used in shrubbery borders for adding color, or trained on heavy trellis as ever-blooming vine!

**\$1.50 and up**

BOUGAINVILLEA

The most handsome ornamental vine used in Florida, and probably the most widely planted. The glossy green foliage and rank growth habit makes it ideal for trellis use, particularly where you want shade and color. It also is spectacular when trained along a wall, etc.

While the flowers themselves are small and inconspicuous, the color is in the three large showy colorful bracts around the flowers.

Easy to grow, the Bougainvillea is deep rooted and thrives with less water than almost any other plant.

There are several varieties of Bougainvilleas, so you may choose your favorite color; they range from pure white through pink, orange-red, salmon, orchid, and lavender to a rich deep purple shade.

**\$1.40 and up**

# TESTED AND PROVEN FOR CENTRAL FLORIDA'S CLIMATE

**LIGUSTRUM LUCIDUM**

One of the most popular shrubs for Florida. Very bushy, with dark waxy green leaves; blooms in spring, with panicles of creamy white flowers followed by bunches of black berries.

Used widely for hedges, foundation plantings and for specimen shrubs or small trees. Evergreen.

**\$1.50 and up****GARDENIAS (Grafted Plants)**

Because of the purity of the flowers, and their fragrance, the Gardenia is one of Florida's best loved shrubs. The leathery dark green foliage is attractive, and when in bloom, the contrast between the waxy white flowers and the dark foliage is very striking.

Since Gardenias are very subject to root knot, we now graft our plants onto a root knot resistant understock, and this makes your plants longer lived.

**\$2.50 and up****NEANTHE BELLA PALM**

An attractive slow growing Palm with dark green "feather-type" foliage. Blooms in spring, followed by orange colored seed and flower stalk, which makes the plant more attractive.

Invaluable for indoor and outdoor planting boxes, pot plant, or for planting in patio or foundation planting in protected areas.

One of the best palms for holiday decorations since it is sturdy and well shaped.

**Only \$1.00 and up****PHILODENDRON SELLOUM**

This self-heading type Philodendron has revolutionized the tropical plant world; here is a plant with all the characteristics of a tender tropical, yet will withstand down to 18 degrees in most instances! Unlike the old Philodendron varieties, this one and other new species of similar growth make a bushy shrub rather than a vine.

Wonderful for use in foundation plantings, for patios, for tubbed specimen, or for indoor or outdoor planters. See the many new varieties—

**\$1.50 and up****IXORA COCCINEA**

Florida's "FLAME OF THE WOODS," a spectacular shrub which blooms eight to ten months out of the year, producing thousands of brilliant orange red flowers in terminal clusters.

The evergreen glossy green foliage contrasts with the blossoms to offer an unusual and tropical effect.

Ixora prefers full sun, and is easy to grow. A rapid grower, it is a choice item for hedges, foundation plantings, or for use in shrubbery borders.

**75c and up****BEAUCARNEA GRACILIS**

Sometimes known as "Nolina," and commonly called "Pony Tail," this native of Mexico is fast becoming a favorite with Florida gardeners!

Not only is the foliage interesting because of graceful, rosette type growth, but the center of the rosette turns deep wine in the winter, giving the plant a very striking appearance. The relative of the Lily family has a very unusual base, since the bulb grows along with the plant, and stands above the soil giving the plant an air of royalty.

Easy to grow, the Beaucarnea prefers a sunny location with fibrous rich soil and good drainage.

**\$1.50 and up****CATTLEYA ORCHID**

The Cattleya orchids are very easy to grow, since they are epiphytic or air orchids. Planted in Osmunda fibre, they get their food and moisture through the aerial rootlets which reach out to feed the plant.

There are many varieties of Cattleya orchids, as well as many hybrids, so you may choose your favorite color and type from Florida Nursery's wide selection.

Blooming size plants

**\$5.00 and up****IMPROVED YELLOW CATTLEY GUAVA**

Not only does this new-comer have beautiful waxy dark green foliage, but it produces fruit for making jellies, jams or preserves! This type of Cattley Guava has larger foliage, is a more dense grower, and makes an attractive shrub or small tree for your garden as well as provide fruit for your family use. The yellow fruit is much larger than the old yellow Cattley Guava, and is a very heavy producer.

**\$1.00 and up****COCOS PLUMOSA PALM**

Commonly known as "Queen Palm," the Cocos Plumosa is the most widely grown palm in Florida. The arching feather-type fronds make it valuable for some shade, as well as beauty. It is particularly adapted to the high, well-drained soils of Central Florida, and adds much to the tropical atmosphere.

Cocos Plumosa need very little in the way of special care. They do require a soil with plenty of humus, and moisture, and should have at least two applications of organic fertilizer each year to keep them lush and green.

**\$2.50 and up**

# YOU'RE ALWAYS WELCOME AT FLORIDA NURSERY



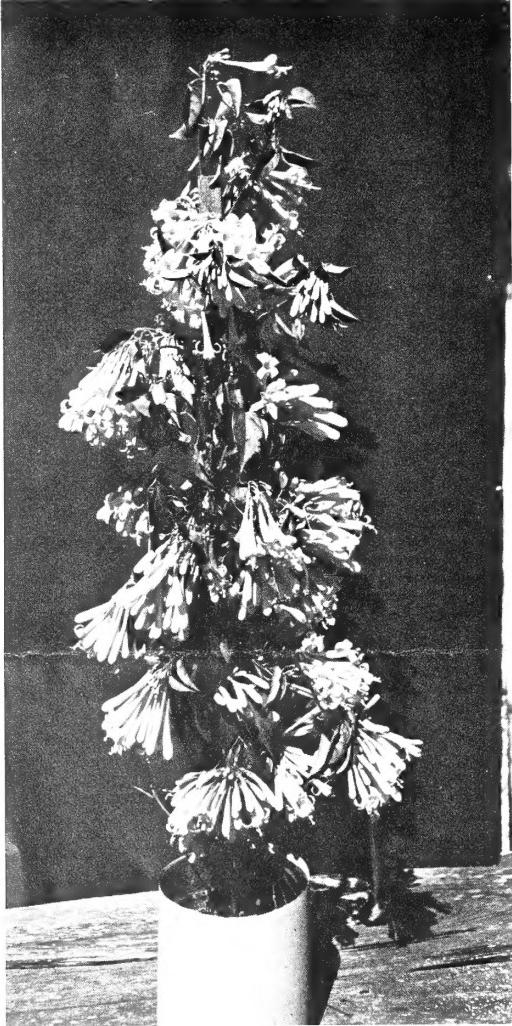
THE GARDENS AND PATIO AT OUR LEESBURG OFFICE ARE PARTICULARLY INVITING . . . AND ARE A CAMERA PARADISE!

There are scenic views for colorful photography at the Crab Orchard Patio—at the pool surrounded by tropical foliage plants and palms—in the unusual Moongate Gardens!

The sales grounds are filled with unusual and exotic blooms for closeups and unusual color shots.

Guests are always welcome. We are open Monday through Saturdays from 7:30 to 5:30. We are closed for business on Sundays, but you are welcome to browse around the grounds.

## BRING YOUR CAMERA!



**BIGNONIA VENUSTA**

The spectacular Florida Flame Vine that blooms in the spring producing magnificent masses of flaming orange-red blossoms in clusters! A vigorous grower that drapes trellis, fence or tree with glossy dark green foliage and intense color. Easy to grow—no Florida home should be without at least one of these winter flowering beauties!

**\$1.00 and up**



**EPIDENDRUM ORCHIDS**

One of the most vigorous and interesting of all the epiphytic orchids. Provides hundreds of blossoms in sprays, and blooms over almost the entire year!

While the flowers are not large individually, they bloom in clusters which are quite showy.

Orchid, lavender, pink, salmon, white—there are many colors and shades in the "Eppies" and you will enjoy them in pots, in planter boxes, or in beds. Just use osmunda fibre for planting to assure drainage, and watch them grow and bloom—you'll always have orchids!

**\$1.50 and up**



**MANGO**

While the Mango is a tropical tree, it thrives nicely in protected areas in Central Florida and produces fruit of excellent quality.

Pictured here is a tree with fruit only two years after it was planted. Note size of fruit. Our Mangoes are nice sturdy grafted plants and you'll want to select a tree for your property . . . it is ornamental as well as useful!

**Priced \$5.00 and up**



**PODOCARPUS**

One of the outstanding shrubs for Central Florida. A beautiful evergreen with distinctive foliage, it may be permitted to grow naturally, or pruned into a formal hedge.

Nothing make a nicer hedge, foundation planting, entrance planting, or tubbed specimen than Podocarpus.

Florida Nursery offers several choice varieties—in both natural and semi-sheared stock. Come in and see them—you'll like our Podocarpus!

**Only \$1.50 and up**

## FLORIDA NURSERY GARDEN NEWS

Published by

**FLORIDA NURSERY AND LANDSCAPE CO.**

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"MILLIONS OF PLANTS"



## Our Rolo Sez:

LET OUR EXPERTS  
TAKE THE GUESS-  
WORK OUT OF YOUR  
LAWN AND GARDEN  
GROWING!



Inaugurated last month, our contract inspection service is already well under way with many enthusiastic subscribers.

FOR ONLY \$5.00 PER MONTH, OUR EXPERT WILL CALL AT YOUR HOME, CHECK YOUR LAWN, TREES, SHRUBS, ETC. AND SEND YOU A WRITTEN REPORT OF ANY FERTILIZING, SPRAYING, PRUNING, WATERING, ETC. THAT HE FEELS NECESSARY. In addition, he will give you an estimate of the cost to have the work done, should you prefer our handling it.

Many times if infestations of insects are caught in time, you save much in the cost of eradicating them later, as well as protecting your plants. An application of fertilizer at the right time or pruning done properly will do much toward making your grounds more beautiful.

This service was designed primarily for many of our customers who spend only a portion of the year here, and are away part of the time. This will assure them that their caretakers know what to do and when to do it . . . saving time and money as well as protecting their investment in landscaping.

IF YOU HAVE MISPLACED YOUR APPLICATION BLANK FROM YOUR BULLETIN LAST MONTH, DROP US A CARD TO BOX 97, LEESBURG, AND WE'LL MAIL ONE PROMPTLY.

## Questions You've Asked About FLORIDA GARDENING!

- Q. Can Azaleas be planted too deeply? If so, will it injure them?  
A. Yes, Azaleas are shallow rooted plants and feed very close to the surface. If you plant them too deeply they either just stand without growing until a new root system is grown, or they die, depending on how much too deeply they are planted.
- \* \* \* \*
- Q. What native flowering trees may be used in roadside plantings?  
A. You have a wide range—Dogwood, Redbud, Wild Plum, Magnolia, Sweet Bay, Holly, etc.
- \* \* \* \*
- Q. Are Azaleas native to Florida?  
A. There are some few wild Azaleas left in a few spots in Florida; however, they are not the improved large flowering type, but have flowers similar to a honeysuckle. They are deciduous, and lose all foliage in the winter. There is a lovely pink flowering variety in Central Florida (there still are some at the Rock Springs Park near Apopka), and an orange flowering variety in north Florida as well as the Gainesville area. They are becoming more scarce each year as woodlands are cleared.
- \* \* \* \*
- Q. What shade trees can be planted now for quick shade for next summer?  
A. Now you can transplant Live Oaks, Sweet Gum, Red and Silver Maples, Tulip Trees, etc. while they are dormant. Also a quick shade may be secured with Enterlobium or ear tree.
- \* \* \* \*
- Q. What is the difference between a Camellia and the old fashioned Japonica?  
A. They are the same; Camellia is the family name, and japonica indicates that particular species; there are other Camellias—Camellia sasanqua, Camellia Thea, etc.—and the name "japonica" is used with many other botanical names indicating that the particular species originated in the orient. "Japonica" is the name used for Camellia japonica in the South years ago—the romantic name. There are many types of Camellia japonicas—double, imbricated, singles, semi-double, peony. The name for the Pink Perfection would be Camellia japonica Pink Perfection.
- \* \* \* \*
- Q. What is the "Sky Vine"?  
A. Thunbergia grandiflora with the lovely blue blossoms is sometimes called "Sky Vine" because the blooms are a sky blue.

# Want a Rose Garden in Full Bloom Now?

Can-grown blooming plants—  
Sturdy No. 1 Grade—  
Many colors and shades—  
Old favorites and new—  
Transplant with no loss—  
Rich soil mix in can—

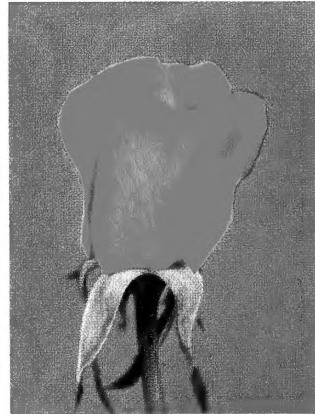
FOR GIFTS—

FOR GARDEN—

FOR POT PLANTS—

See them—you'll want them!

**Only \$1.50 Each**



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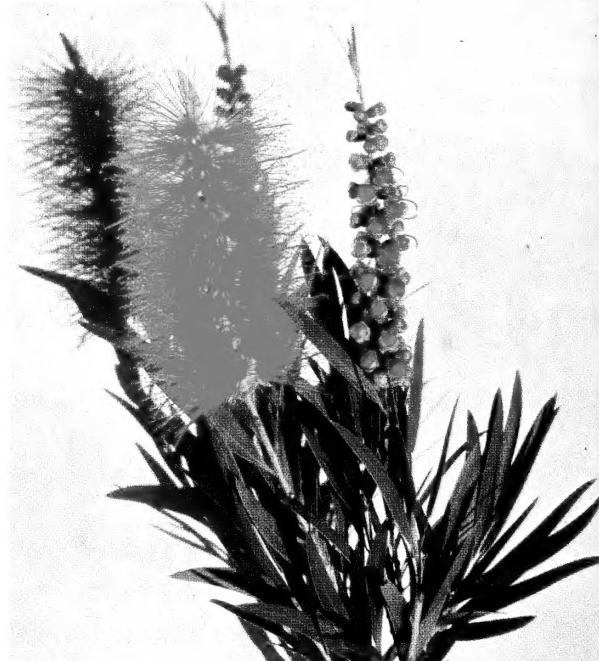
## BOTTLEBRUSH—An Open Invitation to HUMMINGBIRDS

If you enjoy hummingbirds and want them darting in and out among your shrubs, then you MUST have a Bottlebrush in your garden! The brilliant red stamen standing out in the true bottlebrush form keep the hummingbirds happy—and the tree is a beautiful addition to any garden.

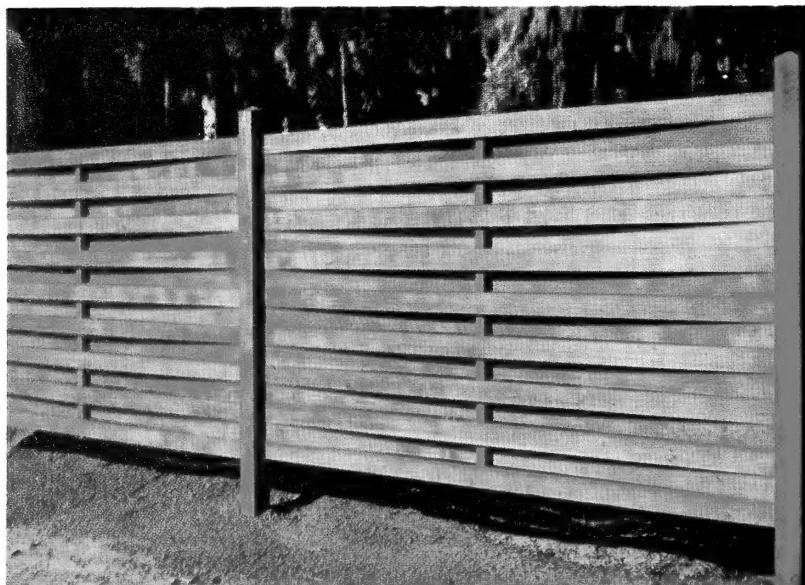
CALLISTEMON is the botanical name of the Bottlebrush, and there is not only the C. rigidus, the stiff growing shrub that is spectacular in bloom, but the attractive weeping Bottlebrush, which produces the same colorful flowers but on a slender tree with branches that remind you of the weeping willow in growth habit.

Easy to grow, and hardy, the Bottlebrush is one of Florida's most interesting small trees.

**Florida Nursery's choice plants, only \$1.50 and up**



## “EVERLASTING” CALIFORNIA REDWOOD



FOR BEAUTY — FOR DURABILITY —  
FOR DISTINCTION!

HANDSOME FENCES IN FOUR POPULAR STYLES!

Basket Weave

Shadow

Ranch (Illustrated)

Stockade

ATTRACTIVE TUBS IN MANY SIZES!

COASTERS WITH ROLLERS TO MATCH TUBS!  
TRELLIS — STAKES — FLATS — WINDOW BOXES —  
HANGING BASKETS — ORCHID BASKETS!

All of the beautifully grained and colored CALIFORNIA REDWOOD, which is naturally insect resistant and needs no painting. Prefab fences in 8' sections for easy installations!

SEE INSTALLATIONS AT OUR LEESBURG DISPLAY GROUNDS. CALL OR TELEPHONE FOR FREE ESTIMATE.